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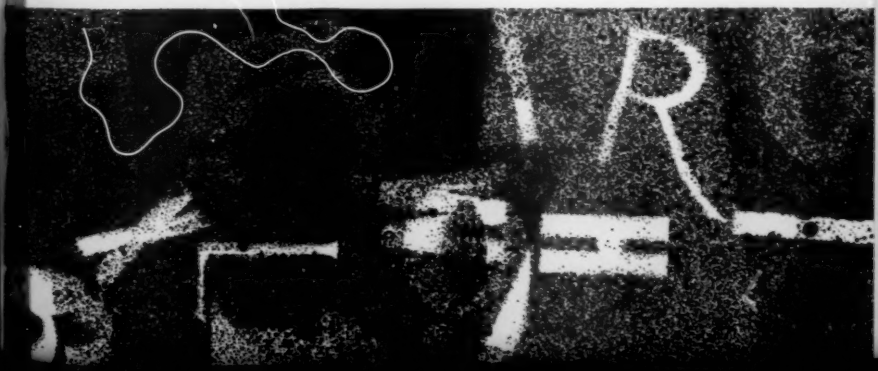

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Inquiries concerning membership in the International Communication Association should be directed to:

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AUTHOR and KEY-WORD INDEX

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PREFACE

THE PRESENT INDEX IS DESIGNED FOR THE USER WHO WANTS COMPLETE BIBLIOGRAPHIC REFERENCES TO THE PRINCIPAL ARTICLES APPEARING IN SUCCESSIVE ISSUES OF THE JOURNAL OF COMMUNICATION FROM 1951 THROUGH 1968.

OVER FOUR HUNDRED ENTRIES APPEAR IN THE FIRST PART OF THE INDEX. THESE ENTRIES ARE ARRANGED ACCORDING TO AN ALPHABETICAL LISTING OF THE LAST NAME OF EACH CONTRIBUTING AUTHOR. IN THE CASE OF MULTIPLE AUTHORS A COMPLETE ENTRY APPEARS UNDER EACH AUTHOR'S NAME. THE CONCLUDING PAGES OF THIS SECTION CONTAIN A LIST OF AUTHORS AND PAGE NUMBERS INDICATING THE LOCATION OF THE ENTRIES FOR EACH AUTHOR.

THE SECOND SEGMENT IS ORGANIZED ACCORDING TO AN ALPHABETICAL LISTING OF KEY WORDS APPEARING IN THE TITLES OF THE ARTICLES. IN THIS SECTION, AS IN THE FIRST, COMPLETE ENTRIES ARE FOLLOWED BY A LIST OF KEY WORDS AND PAGE NUMBERS INDICATING THE LOCATION OF THE ENTRIES FOR EACH KEY WORD.

THE ORIGINAL COPY OF THIS INDEX WAS PRODUCED BY PRINTING THE CONTENTS OF A MAGNETIC TAPE. THIS TAPE IS THE END PRODUCT OF THE UNIVERSITY OF WISCONSIN INDEXING SYSTEM (UWIS). THIS SYSTEM CONSISTS OF A SERIES OF COMPUTER PROGRAMS DESIGNED FOR USE ON CONTROL DATA CORPORATION'S 3600 COMPUTER. THE SYSTEM ACCEPTS BIBLIOGRAPHIC INFORMATION FROM PUNCHED CARDS, PROCESSES THIS INFORMATION, AND CREATES BOTH A MASTER FILE AND A VERSION OF THE INDEX. KEY WORDS ARE DEFINED AS ANY WORD APPEARING IN A TITLE EXCEPT FOR THOSE WORDS WHICH FORM AN OMISSION LIST AND ANY WORDS CONTAINING LESS THAN THREE CHARACTERS. THE CONTENTS OF THE OMISSION LIST MUST BE SPECIFIED BY THE OPERATOR EACH TIME UWIS IS EMPLOYED.

FOR THIS INDEX, THREE HUNDRED AND THIRTY-FOUR WORD TYPES, SPECIFIED FOR OMISSION, CONSTITUTE OVER HALF OF THE WORD TYPES APPEARING IN THE ARTICLE TITLES. IN ADDITION TO THE PREDICTABLY HIGH FREQUENCY OF OCCURRENCE OF SUCH WORDS AS "THE," "AND," "FOR," AND "SOME," EXPECTED LOW FREQUENCIES OF OCCURRENCE WERE OBSERVED FOR NEARLY ALL OF THE OTHER WORD TYPES ON THE OMISSION LIST. NOTABLE EXCEPTIONS INCLUDE THE WORDS "RESEARCH," "STUDY," "PROBLEM(S)," "EFFECT(S)," AND "APPROACH." ALTHOUGH THE TYPICAL LENGTH OF TITLES IS FIVE TO SEVEN WORDS, ABOUT ONE ARTICLE OUT OF EVERY TEN BEARS A TITLE WITH A DOZEN OR MORE WORDS. WHEN THE DESIGNATED WORD TYPES HAVE BEEN OMITTED, HOWEVER, LESS THAN HALF OF THE TITLES YIELD MORE THAN THREE KEY WORDS. ONLY TEN ARTICLES BEAR TITLES WHICH CONTAIN NO KEY WORDS AS DEFINED BY THE CONTENTS OF THE OMISSION LIST. WORDS AND PHRASES LIKE "WOODCHUCK," "BLUNDERBUSS," AND "WOODEN NICKELS" SIMPLY DO NOT SEEM TO PROVIDE MUCH RETRIEVAL POWER. FINALLY SOME USERS MAY BE PUZZLED BY THE ABSENCE OF THE WORD "COMMUNICATION" AS WELL AS SEVERAL OTHER WORDS WITH IDENTICAL FIRST EIGHT CHARACTERS. IN THIS CASE, AS IN THE ONES JUST MENTIONED, THE DECISION WAS BASED ON THE CRITERION OF RETRIEVAL POWER. SINCE ALL BUT A FEW OF THE TITLES CONTAINING SOME FORM OF "COMMUNICA...", ALSO CONTAINED AT LEAST ONE OTHER KEY

WORD AND SINCE TITLE WORDS BEGINNING WITH THESE EIGHT CHARACTERS APPEARED AS FREQUENTLY AS THE MOST FREQUENTLY OMITTED THREE-CHARACTER WORD, "THE," BOTH FOUND THEIR PROPER PLACE ON THE FINAL OMISSION LIST.

LIKE ANY RESEARCH TOOL, THIS INDEX WILL UNDOUBTEDLY ELICIT WIDE VARIATION IN USER SATISFACTION. WHATEVER THE LEVEL OF SATISFACTION, MOST OF THE CREDIT FOR THE APPEARANCE OF THIS VOLUME SHOULD BE DISTRIBUTED AMONG THE FOLLOWING: RALPH STROMQUIST, THE AUTHOR OF THE UWIS SOFTWARE WHO SERVED AS AN EXTREMELY HELPFUL CONSULTANT THROUGHOUT; GOODWIN BERQUIST, FRANK DANCE, TED MCLAUGHLIN, AND ROY FRANCIS--A DEPARTMENT CHAIRMAN, A CENTER DIRECTOR, AN ASSOCIATE DEAN, AND A DEAN WHO ENDORSED AND SUPPORTED THIS PROJECT; THE BOARD OF DIRECTORS OF THE INTERNATIONAL COMMUNICATION ASSOCIATION WHO APPROVED THE PUBLICATION OF THIS VOLUME; AND THE OTHER COLLEAGUES AND STAFF MEMBERS WHO WERE PLEASANTLY PROMPT IN THEIR RESPONSES TO MY CHARACTERISTICALLY IMPATIENT REQUESTS.

MILWAUKEE, WISCONSIN K. D. F.

AUGUST, 1969

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AUTHOR- FRIEDMAN HERBERT L, JOHNSON RAYMOND L
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AUTHOR- STICHT THOMAS G
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AUTHOR- FAULES DONALD
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